

## Message Text

UNCLASSIFIED

PAGE 01 QUITO 01772 160245Z

12

ACTION ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 USIA-15 DRC-01 RSC-01

/049 W

----- 116945

R 152351Z MAR 74

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 0353

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 1772

FOR:COMMERCE/WASHINGTON ACTION STAFF

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) ECUADOR

REF: STATE 021438

1. EMBASSY AND CONSULATE GENERAL VERY MUCH APPRECIATE GENERALLY USEFUL COMMENTS IN REFTTEL, AND WILL IMPLEMENT SUGGESTIONS TO FULLEST EXTENT FEASIBLE. OUR COMMENTS ON SPECIFIC POINTS RAISED FOLLOW.

2. POSTS' EARLY WARNING SYSTEM. COMMERCIAL TASK FORCE IS FUNCTIONING EFFECTIVELY, AS MAY BE SEEN FROM CTF MEETING REPORTS BEING TRANSMITTED TO COMMERCE COUNTRY MARKETING MANAGER. CTF GUIDELINES AND RESPONSIBILITIES MEMO HAS BEEN SENT TO ALL RPT ALL AGENCIES IN US MISSION AND A TRADE OPPORTUNITY REPORTING SYSTEM IS IN EFFECT. COMMERCIAL OFFICER HAS BRIEFED MEETING OF MOST AID AMERICAN AND LOCAL EMPLOYEES ON EXPORT EXPANSION PROGRAM.

3. REGARDING BROADLY-PHRASED OBJECTIVES TWO AND THREE, THE MISSION WILL CONCENTRATE MARKET RESEARCH AND TRADE OPPORTUNITY EFFORTS UPON THE FEW SPECIFIC EVENTS AND INDUSTRIES LISTED UNDER OBJECTIVE TWO. IN REGARD TO OBJECTIVE THREE, ACTION TWO, SINCE WE HAVE LEARNED THAT COMMERCE IS IN PROCESS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 QUITO 01772 160245Z

OF COMPILING GUIDE ON DOING BUSINESS IN ECUADOR, WE WILL DROP

DUPLICATE PROJECT FROM OUR SCHEDULE.

4. MARKET ANALYSIS UNIT. EMBASSY AND CONSULATE HAVE ESTABLISHED COUNTRY MAU CONSISTING OF QUITO TRADE PROMOTION OFFICER ISHMAEL LARA AND LOCAL COMMERCIAL SPECIALISTS FERNANDO VAREA AT QUITO AND WELLINGTON GALLARDO AT GUAYAQUIL. MAU WILL DEVOTE ITSELF TO TRADE PROMOTION AND RESEARCH TASKS DESCRIBED IN PARA 3, REFTEL. ASSIGNMENT TO MAU IS ON FULL-TIME BASIS. HOWEVER, WITHIN SMALL TOTAL STAFF THESE EMPLOYEES WILL SOMETIMES PERFORM OTHER DUTIES. ALL COMMERCIAL STAFF MEMBERS TO SOME EXTENT ARE ALREADY TRAVELLING AROUND THE COUNTRY, MEETING LOCAL OFFICIALS, CONDUCTING PLANT VISITS AND DESCRIBING TOPS AND OTHER COMMERCIAL SERVICES. WE THINK THE INCREASED VOLUME OF TOS AND FGTS SUBMITTED DURING THE PAST YEAR IS INDICATIVE OF THE SUCCESS OF THESE ENDEAVORS. FORMATION OF THE MAU WILL NOW SERVE AS THE FRAMEWORK IN WHICH WE CAN CONCENTRATE AND EXPAND OUR EFFORTS.

5. EMBASSY LOOKS FORWARD TO HELPING COORDINATE CCP AND RECEIVING FURTHER COMMENTS FROM ACTION STAFF.  
BREWSTER

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 15 MAR 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974QUITO01772  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** QUITO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740340/aaaablp.tel  
**Line Count:** 82  
**Locator:** TEXT ON-LINE  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** STATE 021438  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** shawdg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 31 JUL 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <31 JUL 2002 by elbezefj>; APPROVED <10 DEC 2002 by shawdg>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FY 1974 COMMERCIAL ACTION PROGRAM (CAP) ECUADOR  
**TAGS:** BEXP, EC  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005